



TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager
Rick Wieland, Parks and Recreation Director
Marcy Jones, Recreation Services Manager

FROM: Cara Harting, Special Events Supervisor

DATE: December 3, 2009

SUBJECT: Monthly Report on the Registration and Participation for Special Events

The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

Breakfast with Santa

This year's event will be held Saturday, December 5, from 8:30 a.m. – 10:00 a.m. and 10:30 a.m. – 12:00 p.m. at the Senior Center at Frisco Square. The ages are kids under 12 and kids 2 and under are free. Sonny Bryan's will be catering the event. In addition to Santa, Rudolph and Frosty will be making appearances. As of this writing, we have sold 235 tickets.

Merry Main Street

Saturday, December 5th will be the production of the 19th Annual Merry Main Street. Fifty-one vendors have been selected to participate in this year's event which includes food vendors, non-profit organizations, artists, and sponsors. The performance schedule will include 34 elementary and middle school choirs as well as a performance by the All-District Fisd Choir Teachers. In addition to strolling entertainment which will work the lines and entertain throughout the site, there will be street corner entertainment which we believe will enhance the overall ambiance of the event. Carriage Rides will route through the Heritage Park district and Santa will be brought in on a Honda truck decorated as Rudolph.

Frosty 5K and Merry Mile

This year's Frosty 5K and Merry Mile is going to be a stellar event with new partnerships and greater promotion than ever before. The registration at this time is 250 which exceeds last year's numbers and there will be a rush of registrants as the event approaches. The event will be held Saturday, December 12th beginning at 8:00 a.m. at Simpson Plaza at City Hall. Advance price for runners is \$20.00 and day of registration is \$30.00. Teams of five or more and families may each run for a price of \$16.00. There will be team awards for "Most Spirited Team," Most Creative Team," "Best T-shirt" and "Largest Team."

Santa Skate

Staff is excited about working closely with the team at Dr Pepper Star Center with more interactive activities for this year's Santa Skate to be held Saturday, December 12 from 3:00 p.m. – 6:00 p.m. Additional activities will include face painting, a toy drive, and photos with Santa. In addition to increased activities for our skaters, the Frisco Tornado's will be offering discounted tickets to participants for that evening's game. Ticket price for Santa Skate is \$10.00 per person. As of this writing, the attendance is 120.

Daddy Daughter Dance

This year's most popular event will be held on Saturday, February 6, 2010 at the Frisco Conference Center. The theme is Alice in Wonderland and tickets go on sale January 9th, 2010. There will be four dances beginning at 2:00 p.m. and running every ninety minutes until 9:30 p.m.

Easter Eggstravaganza

This year's event will be held on Saturday, March 20th, 2010 from 1:00 p.m. – 4:00 p.m., which is different than the past year's in which the event has been held in the morning hours. The rain date is Sunday, March 21. New this year is that the event will be held in the actual Pizza Hut Park Stadium and we believe the attendance and the overall look and feel of the event will be enhanced by this excitement.